

CHRISTINE O. GREGOIRE  
Governor



STATE OF WASHINGTON  
**OFFICE OF THE GOVERNOR**

P.O. Box 40002 • Olympia, Washington 98504-0002 • (360) 902-4111

## **Governor Gregoire's Trade Mission to Korea & Taiwan**

*October 13-22, 2006*

Governor Chris Gregoire in October will lead a delegation of Washington business executives to Seoul and Jeonju, South Korea, and Taipei, Taiwan. The Governor will help open trade doors for companies, meet with key leaders to improve conditions for business, and further trade, tourism, investment, education and cultural relations between Washington and Korea and Taiwan.

The mission will provide opportunities to open doors for new investment into Washington. Governor Gregoire will establish relationships with companies interested in opening US facilities and strengthen existing relationships with companies operating in Washington.

The trade mission will help Washington businesses and organizations establish or reaffirm relationships in a part of the world where personal contacts are very important. Delegates will have opportunities to participate in industry specific events in agriculture, business, education and tourism.

In Korea and Taiwan, the agriculture delegation will promote a variety of Washington products including wine, beef, potatoes, apples, pears and processed foods, through in-store promotions, receptions and restaurant promotions. A variety of market access issues will be addressed in both markets, including those that limit opportunities for apples, potatoes and beef. Governor Gregoire and delegation members will also advocate lower tariffs for Washington products under the US-Korea Free Trade Agreement that is currently being negotiated.

Members of the tourism industry are participating in Governor Gregoire's trade mission to learn how to attract visitors from these lucrative markets. By meeting one-on-one with tour operators, the group will hear from in-country experts about consumer travel trends and the mechanics of promoting Washington destinations and attractions that are attractive to travelers from Korea and Taiwan travelers.

The education delegation will work to help Washington higher education institutions recruit foreign students, establish partnerships with schools and set up exchanges for their own students. This will be achieved through activities such as education seminars, matchmaking meetings, networking receptions and the Oh America Education Fair in Taiwan.

Governor Gregoire's recent trade missions have resulted in:

- \$1.5 million in new business from Europe for Washington companies;
- Expansion or relocation of five European aerospace supplier operations to Washington;
- \$300,000 in new sales to China and Japan for Washington companies;
- Elimination of a high Chinese tariff on linerboard;
- Agreements to expand education programs by our colleges and universities in Asia;
- Agreements with British Columbia, Canada to expand cross-border trade and tourism; and
- Agreements with Queensland, Australia to share bio-tech information and research.

## **Why Korea?**

- 2006 is the 10<sup>th</sup> anniversary of the official relationship between Jeollabuk-do and Washington.
- South Korea ranked as Washington's sixth largest export market with purchases of nearly \$1.8 billion of Washington products in 2005.
- Korea purchased \$325 million in food and agricultural products from Washington last year.
- South Korea and the United States have begun free trade agreement negotiations that will create new opportunities for Washington products and for services such as law, accounting and education.
- The 4<sup>th</sup> Korea-Pacific U.S. States Joint Conference will be held in Seoul on October 15 and 16.

## **Why Taiwan?**

- Washington exports to Taiwan totaled \$3.1 billion in 2005, a 45 percent increase from 2004.
- Taiwan is the state's third-largest agricultural export market. More than \$830 million in apples, cherries, potatoes, wheat, wine and processed foods were exported to Taiwan in 2005.
- Taiwan is an excellent source of investment funds for Washington organizations.

## **Tentative Itinerary**

*Thursday, October 12 or Friday, October 13 – Seattle to Seoul*

*Sunday, October 15 – Seoul (KUSEC Opening Reception)*

*Monday, October 16 – Seoul (KUSEC Seminars and Networking)*

*Tuesday, October 17 – Seoul (Business and Government Meetings)*

*Wednesday, October 18 – Seoul to Jeonju, Jeollabuk-do Province*

*Thursday, October 19 – Jeonju to Taipei (Business Meetings)*

*Friday, October 20 – Taipei (Business and Government Meetings)*

*Saturday, October 21 – Taipei (Oh America Education Fair)*

*Saturday, October 21 or Sunday, October 22 – Taipei to Seattle*



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**\*Tentative Itinerary\***

**Korea/Taiwan Trade Mission  
October 13-22, 2006**

**Tuesday, October 10**

3:00 pm Trade mission press conference, University of Washington

**Friday, October 13/ Saturday, October 14—Seattle to Seoul**

**Sunday, October 15—Seoul**

5:30 pm DMZ Tour  
Korea – U.S. Economic Council (KUSEC) Welcome Reception & Dinner

**Monday, October 16—Seoul**

10:15 am Pharmaceutical company meeting  
11:45 am Costco promotion  
12:45 pm Washington Potato Commission quick service restaurant promotion  
2:00 pm Meeting with Hyundai Merchant Marine/Port of Tacoma  
3:15 pm Meeting with Prime Minister Han  
5:00 pm ECONET meeting  
6:00 pm Dinner with Bill Lee, Chairman, Univera

**Tuesday, October 17—Seoul**

7:30 am Media conference call  
9:15 am Pierce College agreement signing  
9:30 am Saint Martin's University agreement signing  
9:45 am Clover Technical College agreement signing  
10:00 am Lake Washington Technical College agreement signing  
10:40 am Meeting with the President ROH Moo Hyun  
12:00 pm Lunch with Ambassador KIM Jonghoon

2:00 pm      Asiana Airlines signing ceremony  
Tour/ribbon cutting, new Washington State Department of Community, Trade and  
Economic Development (CTED) office  
Press Interviews, CTED office  
4:00 pm      Meeting with Hyunjong KIM, Minister of Trade  
4:30 pm      Meeting with Kimoon BAN, Minister of Foreign Affairs and Trade  
6:30 pm      Washington reception hosted by U.S. Ambassador

**Wednesday, October 18—Seoul to Jeonju OR Business Delegation to Taipei**

7:00 am      Media conference call  
7:30 am      Seoul to Jeonju  
11:00 am      Meeting with Governor Wan Ju KIM  
12:20 pm      Commemorative tree planting ceremony  
1:00 pm      Lunch with Governor Kim  
2:50 pm      Tour Jeonju National Museum  
4:30 pm      Tour Han Oak (traditional) Village  
6:30 pm      Welcome dinner

**Thursday, October 19—Jeonju to Taipei**

4:00 pm      Meeting with Dr. Rick Tsai, President and CEO, TSMC  
5:30 pm      Dinner hosted by TSMC  
9:30 pm      Arrive Taipei

**Friday, October 20—Taipei**

7:30 am      Media conference call  
10:00 am      Meeting with Evergreen/Port of Tacoma  
11:30 am      Costco promotion and casual lunch  
12:30 pm      Washington Potato Commission quick service restaurant promotion  
1:30 pm      Meeting with Minister SU Jia-Chyuan, Chairman of the Agricultural Council  
3:30 pm      Washington wine promotion  
5:00 pm      Saint Martin's University agreement signing  
5:15 pm      ASPI meeting  
6:30 pm      Washington reception  
8:30 pm      Dinner hosted by the Taiwan Chamber of Commerce

**Saturday, October 21—Taipei**

7:30 am      Media conference call  
10:15 am      Starbucks promotion  
11:00 am      Press conference  
12:30 pm      Lunch hosted by Ministry of Foreign Affairs  
Depart for Seattle

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**Korea/Taiwan Trade Mission**  
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**Government**

**Seoul Jeonju Taipei**

Christine Gregoire, Governor	X	X	X
Mike Gregoire, First Gentleman	X	X	X
Valoria Loveland, Director, Department of Agriculture (WSDA)	X		X
Juli Wilkerson, Director, Department of Community, Trade & Economic Development (CTED)	X	X	X
Dr. Chang Mook Sohn, Executive Director, Economic & Forecast Council	X	X	X
Paull Shin, Washington State Senate	X	X	
Marc Baldwin, Executive Policy Advisor to the Governor	X	X	X
Holly Armstrong, Communications Director, Office of the Governor	X	X	X
Brent Heinemann, Director, International Relations & Protocol, Office of the Governor	X	X	X
Robert Hamilton, International Trade Policy Advisor, Office of Financial Management	X		X
Larry Williams, International Trade Director, CTED	X		X
Mark Calhoon, Managing Director, International Trade Division, CTED	X		X
Kent Zhang, Program Director, International Trade Division, CTED			X
Janet Leister, Marketing Program Manager, International Marketing Program, WSDA	X		X

David Mudd, International Trade Specialist, International Marketing Program, WSDA	X		X
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**Business**

Constance T. Bacon, President, Port of Tacoma Commission	X	X	X
Al Bacon, spouse	X		
Paul Barlock, President and COO, Alpha Technologies, Inc.	X		X
Susan Bauguss, Director, American Lingo Travel Adventures LLC	X	X	X
Don Brunell, President, Association of Washington Business	X	X	X
David Carlson, President, Washington Apple Commission			X
Susan Champlain, Manager, State Government Relations, The Boeing Company	X	X	X
Richard Chang, Country Manager, Costco Wholesale, Taiwan			X
Andy Chen, President, ASPI Group, Inc.			X
John Chun, Attorney/Member, Summit Law Group PLLC	X	X	
John Creighton, Commissioner, Port of Seattle	X	X	X
Preston Draper, Country Manager, Costco Wholesale	X		
Brendan Dugan, Senior Director, Container Terminal Businesses, Port of Tacoma	X	X	X
Timothy J. Farrell, Executive Director, Port of Tacoma	X	X	X
Kim Foster, Corporate Counsel, ASPI Group, Inc.			X
Peter Guglielmino, President, Washington Cattlemen's Association	X		X
Derek Hall, Vice Chairman of the Board & CEO, ECONET, Inc.	X		X
Shelby Thomson Hall, spouse	X		X
John Hannah, Executive Vice President, Pacific Valley Foods, Inc.	X		X
Michael Hartwig, CFO, Advanced Imaging Technologies	X		X
Valerie Hester, Prospector Inn Hotel and Republic Visitors Bureau	X	X	X
David Jumpa, VP, Global Business Development, Airbiquity	X		X
Delone D. Krueger, President, Board of Commissioner, Port of Moses Lake			X
Kenny Kwangsul Lee, Realtor, Windermere Real Estate South, Inc.	X	X	
Jim Murphy, Senior Vice President, International Division, Costco Wholesale			X
Young Oh, Senior International Trade Specialist, U.S. Commercial Service	X		X
Bart Phillips, President, Columbia River EDC			X
Angela Pixton, Commissioner, Washington State Potato Commission	X		X
Al Portney, Vice President, International Sales, Ste Michelle Wine Estates	X		X
Lura J. Powell, Ph.D, President & CEO, Advanced Imaging Technologies	X		X
Art King, spouse	X		X

Mark Powers, Vice President, Northwest Horticultural Council	X		X
Phil Schoening, Commissioner, Washington State Potato Commission	X		X
Paul Shmotolokha, VP International Cable Sales & Business Development, Alpha Technologies, Inc.	X		
Kyle Sides, Director of Sales, Sharpe Mixers	X		
Dave Soike, Deputy Managing Director, Aviation, Port of Seattle	X	X	X
William Stewart, Executive Vice President, Spokane Area Economic Development Council	X		X
Akira (Andy) Tatara, Director, Asia, Port of Tacoma, Japan Office			X
Michael Thompson, President, Weyerhaeuser Asia, Ltd.	X	X	
Carol Thompson	X	X	
Sue Toy, Vice President, Korean American Association of Tacoma	X	X	
Chris Voigt, Executive Director, Washington State Potato Commission	X		X
Felicity Wang, President, Asian Pacific Associates	X	X	X
Sandy Ward, Marketing Director, Future of Flight Aviation Center & Boeing Tour	X		X

#### **Education**

Douglas Astolfi, President, Saint Martin's University	X	X	X
Gene Baker, International Marketing Manager, Pierce College	X	X	
Lori Banaszak, VP of Instruction, Clover Park Technical College	X	X	
Carla Boon, Operations Coordinator, Big Bend Community College	X	X	X
David Borofsky, President, Bates Technical College			X
Daniel K. Church, President, Bastyr University	X	X	
David Cordell, Dean of International Education, Edmonds Community College	X		X
Mark Emmert, President, University of Washington	X		X
Chris Gilman, Executive Vice President, American Cultural Exchange	X		X
Cheryl Hansen, Director of International Admission, Pacific Lutheran University			X
Franclyn Heinecke, Coordinator Int'l Education Programs, Clover Park Technical College	X	X	
Andrea Insley, Dean International Education Programs, Seattle Central Community College			X
Dr. Michelle Johnson, Chancellor, Pierce College	X	X	
W. H. Knight, Jr. (Joe), Dean, University of Washington School of Law	X		X
Barbara Kuhn, International Education Coordinator, Bates Technical College			X
Kathie Kwilnski, Executive Director, International Programs, South Seattle Community College	X		X
Lee Lambert, President, Shoreline Community College	X		X
Cheri Loiland, Associate Vice President for Extended Learning, Bates Technical College			X
Dr. Michael Metke, President Lake Washington Technical College	X	X	X
Myung Park, Director, Director, Institutional Research, Lake Washington Technical College		X	X
Jayson Schafer, International Relations, International Student Services and Programs,			

Tacoma Community College	X		X
Clark W. Sorensen, Associate Professor, University of Washington	X	X	
Arianna Stafford, Coordinator of Entry & Enrollment, Everett Community College			X
Pamela Transue, President, Tacoma Community College	X		X
Bob Traufler, International Student Advisor, Bates Technical College			X
Fred Whang, Trustee, Tacoma Community College	X		X
Elizabeth Willis, Chair, Board of Trustees, Pierce College	X	X	X
Yanan Xu, Director, China Program, City University	X		X
Josephine Yung, Dean, Saint Martin's University	X	X	X
Lin Zhou, Continuing Education Manager, Lake Washington Technical College			X